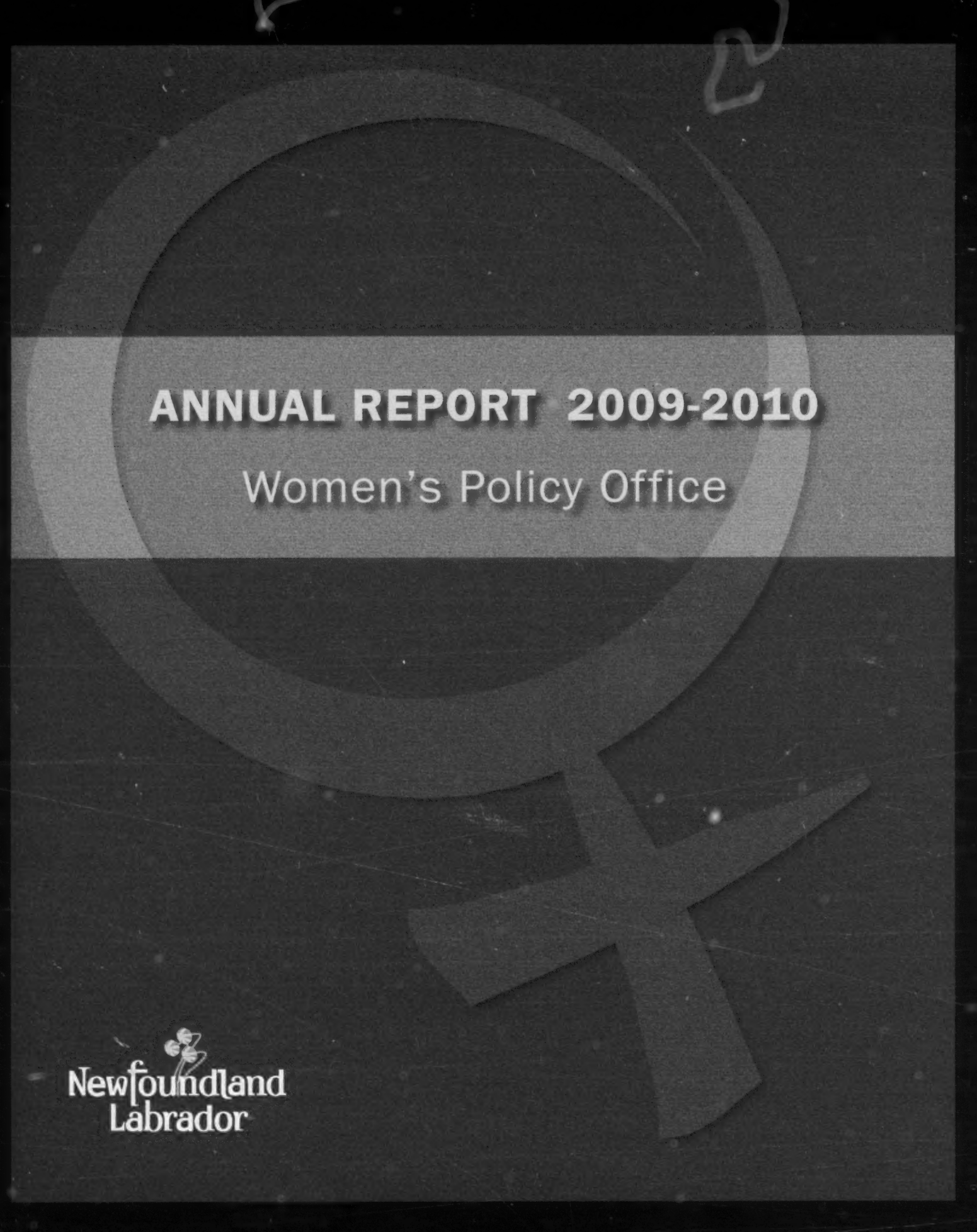
ANNUAL REPORT 2009-2010

Women's Policy Office



Newfoundland Labrador

Table of Contents

1.0 Minister's Message....2

2.0 Organizational Overview....3
- 2.1 Vision....3
- 2.2 Mission....3
- 2.3 Lines of Business....3
- 2.4 Physical Location....4
- 2.5 Positions at the Office....5
- 2.6 Expenditures....6

3.0 Shared Commitments....7

4.0 Highlights and Accomplishments....9
- 4.1 Implementation of the Violence Prevention Initiative – Six-Year, $12 million Program....9
- 4.2 Fourth Provincial VPI Stakeholder Conference....9
- 4.3 Violence Prevention Grants Program for Aboriginal Women....9
- 4.4 Fifth Provincial Aboriginal Women's Conference....10
- 4.5 Women in Leadership....10

5.0 2009-2010 Outputs....11
- 5.1 Violence Prevention....11
- 5.2 Earned Income and Employment....15
- 5.3 Social and Economic Security....17
- 5.4 Leadership and Decision Making....19

6.0 Achieving Objectives for the 2009-2010 Period....22

7.0 Opportunities and Challenges Ahead....24
- 7.1 Opportunities....24
- 7.2 Challenges....25

8.0 Financial Statements - Unaudited....26

1.0 Minister's Message

Newfoundland Labrador

Message from the Minister
September 30, 2010

In accordance with Government's commitment to accountability, I am pleased to submit the annual report of the Women's Policy Office. The report was prepared under my direction and documents the activities and outcomes of the Office from April 1st, 2009 to March 31st, 2010. The outcomes reported reflect Government's strategic directions for the Status of Women portfolio and my signature below is indicative of my accountability for the actual results.

Kathy Dunderdale, MHA
Minister Responsible for the
Status of Women

2.0 Organizational Overview

The Women's Policy Office (WPO) was established in 1985 to:

- develop and expedite Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Cabinet, Cabinet Committees and departments;
- monitor and review programs and other activities of government departments and agencies to ensure compliance and conformity with the government policy of improving the status of women; and
- liaise with Provincial Government departments and agencies, other governments and advisory councils, and women's organizations on all issues affecting women.

2.1 Vision

The vision of WPO is social, legal, cultural and economic equality for women in the province of Newfoundland and Labrador.

2.2 Mission

Women's equality is yet to be achieved in areas of earned income and employment, social and economic security, leadership and decision making positions. Therefore, the necessity and relevance of WPO and its work continues to exist.

Mission: By 2011, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

2.3 Lines of Business

Economic and Social Policy Analysis and Advisory Services: WPO defines policy as any action taken by government. The Office applies gender-based analysis to government policy in such forms as legislation, programs and services. By applying gender-based analysis to government policy, WPO provides advice to departments on how women are affected, how gender equity would be better achieved, as well as identifies needs and gaps.

Information Collection and Communication Services: WPO is responsible for collecting policy-relevant information from a variety of sources to provide evidence-based policy advice and to report annually on the status of women. To meet this responsibility, WPO maintains a library on women's issues available for use by the

public, collects statistics and conducts research to assess the current status of women, and identifies systemic inequities and information gaps. As part of the information collection process, WPO consults regularly with women and women's organizations to identify ongoing and emerging issues of special concern, as well as potential solutions. Beyond providing policy advice to government departments, WPO communicates information on the status of women through publications, events and initiatives.

Violence Prevention Initiative Services: The Violence Prevention Initiative (VPI) reflects Government's commitment to addressing the problem of violence in this province. The Initiative is a six-year, multi-departmental, government-community partnership to find long-term solutions to the problem of violence against those most at risk in our society - women, children and youth, older persons, Aboriginal women and children, persons with disabilities and other vulnerable people who are victims of violence because of their race, age, ethnicity, sexual orientation or economic status. Ten regional coordinating committees have been established to ensure representation from rural areas.

Grants Program: WPO provides non-repayable grants to equity seeking groups for activities and initiatives to advance the status of women in Newfoundland and Labrador. The Grants are subject to approved criteria.

2.4 Physical Location

WPO is located in St. John's on the fourth floor of the Confederation Building, West Block. It contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight Status of Women Councils located across the province, as well as through ten regional coordinating committees associated with the VPI:

- Violence Prevention Labrador
- Northern Committee Against Violence
- Western Regional Coalition to End Violence
- Southwestern Coalition to End Violence
- Central West Committee Against Violence
- The Roads to End Violence
- Eastern Regional Committee Against Violence
- Burin Voice Against Violence
- Communities Against Violence
- Coalition Against Violence, Avalon East

2.5 Positions at the Women's Policy Office

Positions
Assistant Deputy Minister Director of Research and Analysis Researcher Policy Analyst-Communications Director of Violence Prevention Initiative Senior Policy Analyst/Researcher VPI Provincial Training Coordinator VPI Training Officer VPI Conference Coordinator VPI Secretary to Assistant Deputy Minister Clerk IV Information Technician Manager of Information

During 2009-10, WPO continued to work with Human Resources Division of Executive Council and the Public Service Secretariat to undertake a review of the current organizational structure of the Office. The review was required given expanded work requirements in the last few years, in the following areas:

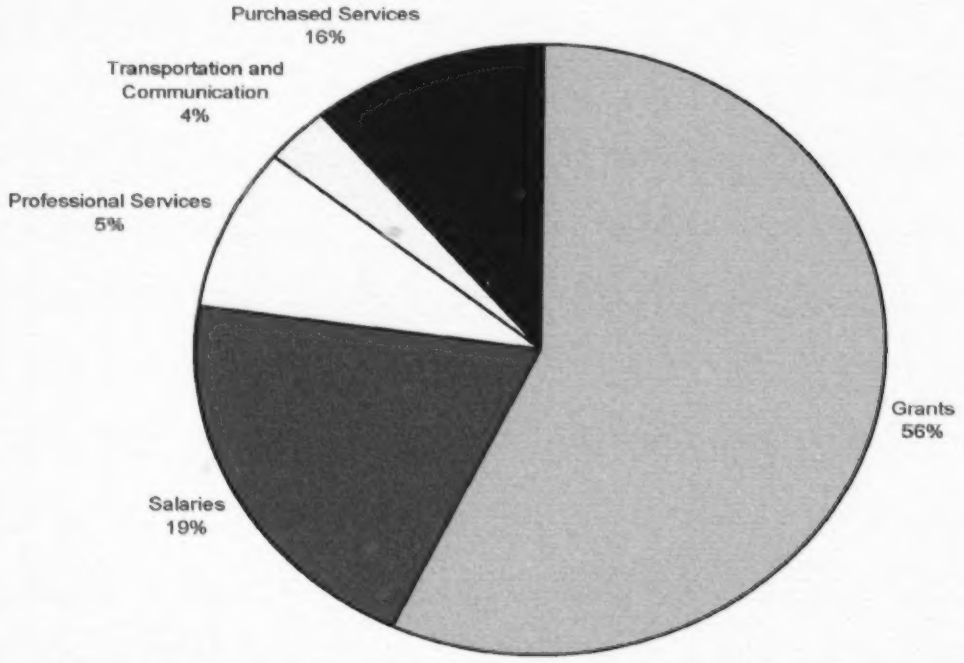
- implementation of a Violence Prevention Initiative
- implementation of an Aboriginal Women's program
- increased and improved stakeholder and client relationships
- new accountability, financial, administrative and planning requirements

During 2006, a Workforce Plan was developed to support the implementation of the Business Plan. The recommendations in this plan identified the need for the organizational review.

All the staff at the Women's Policy Office are currently female.

2.6 Expenditures

In 2009-10 the expenditures of the Women's Policy Office were approximately $4,406,100, which included the expenditures for the Violence Prevention Initiative. As indicated in the diagram below, grants to community-based organizations accounted for approximately 56 per cent of the budget. The expenditures for 2009-10 were an increase of $493,800.00 over the 2008-09 expenditures.



3.0 Shared Commitments

The mandate and mission of WPO can only be achieved through working in partnership with the Provincial Advisory Council on the Status of Women, Status of Women Councils, Regional Violence Prevention Coordinating Committees, other equality-seeking groups, as well as federal and provincial government departments and agencies, industry and educational partners.

In 2009-10, WPO strengthened community-government partnerships to prevent violence through increased funding for the implementation of the six-year VPI Plan of Action. Government partners include the Departments of Justice; Health and Community Services; Education; Human Resources, Labour and Employment; Child, Youth and Family Services; and Labrador and Aboriginal Affairs. Partners also include the Rural Secretariat, Newfoundland and Labrador Housing Corporation, the Labour Relations Agency and Regional Integrated Health Authorities. Community partners include the ten regional coordinating committees, the Provincial Advisory Council on the Status of Women, the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre, the Transition House Association of Newfoundland and Labrador, the Seniors Resource Centre of Newfoundland and Labrador and the Citizen's Crime Prevention Association of Newfoundland and Labrador.

WPO worked in partnership with the Departments of Human Resources, Labour and Employment; Natural Resources; and Environment and Conservation to increase women's employment in well-paying jobs, particularly those in the natural resource sectors. This is largely done using the Environmental Protection Act, which requires proponents of large scale natural resource developments to put women's employment plans in place. To this end, WPO worked closely with industry partners such as the Women in Resource Development Committee, Voisey's Bay Nickel Corporation and other proponents.

WPO also worked in partnership with the Department of Human Resources, Labour and Employment to continue exploring the need of employment supports for victims of violence. The Office has also been an active member on the Deputy Minister's and Ministerial working committees on poverty reduction, as well as youth retention and attraction. WPO also participated with the Department of Health and Community Services to provide advice on long-term care supports and healthy living initiatives for women, the aging and seniors.

To improve women's social and economic security, WPO worked closely with all provincial government departments to ensure that the impact on women of all legislation, policies and programs were brought to the attention of decision makers. WPO maintained a close relationship with Status of Women Canada as well as all ministries in Canada responsible for the status of women.

WPO partnered with regional and provincial women's groups such as the regional Status of Women councils, and the Provincial Advisory Council on the Status of Women and the Multicultural Women's Organization of Newfoundland and Labrador, as well as Aboriginal groups and governments to strengthen women's voices and increase women's participation in policy development relating to government's policies, programs and services. The Office also worked with government departments to increase nominations of qualified women to agencies, boards and commissions in the province.

4.0 Highlights and Accomplishments

4.1 Implementation of the Violence Prevention Initiative (VPI) – Six-Year, $12 Million Program

WPO, with partner departments and stakeholder groups, actioned items in 2009-10 to reduce violence, which included activities to:

- increase public education and awareness to change attitudes and behaviors
- increase training for government and community partners
- improve legislation, programs, research and services to support violence prevention
- facilitate Deputy Minister and Ministerial meetings to ensure an integrated and strategic government approach to the issue
- facilitate working group meetings for projects, i.e. Community Advisory Committee meetings
- facilitate the planning of the annual stakeholder's conference with the Community Advisory Committee

4.2 Fourth Provincial VPI Stakeholder Conference

WPO worked in partnership with its community partners to organize the 2009-10 VPI Stakeholder Conference. The theme of the conference was "Preventing Violence Against Children" and took place at the Holiday Inn in St. John's. Approximately 200 people attended the conference, which featured the Honourable Joan Burke, Minister of Child, Youth and Family Services, as the keynote speaker on preventing violence against children in this province.

4.3 Violence Prevention Grants Program for Aboriginal Women

In 2009-10, the Minister Responsible for the Status of Women awarded funding under the Aboriginal Women's Violence Prevention Grants program for the following projects ($200,000 total annually):

- The Sheshatshiu Innu First Nation: $21,500 to support preparation for the participation of Innu women in a women's gathering in St. Augustine, Quebec. The Innu women were provided with first-hand information about violence prevention in home situations.
- The Labrador Métis Nation: $22,000 for interactive workshops that provided participants an opportunity to gain an overall understanding of wellness and self-esteem. Printed information was available for participants. To ensure the workshops were professionally sound and culturally appropriate, trained facilitators and Inuit and members of the Labrador Métis Nation helped organize and facilitate the workshops.
- The Flat Bay Indian Band in St. Georges -Stephenville East: $21,000 to allow for the expansion and exchange of traditional expertise and resources across the Flat Bay band membership. An interactive website about violence and traditional preventative and healing solutions was developed to engage and educate the

membership. A co-ordinator was hired to generate website content, including new, relevant material, and to compile local and online resources.

- The St. John's Native Friendship Centre: $23,000 to reach out to young Aboriginal women and children dealing with historical exposure to substance abuse problems, childhood physical and sexual abuse, as well as residential school survivors and those at high risk for suicide. The program's activities promoted personal development and healing through a Medicine Wheel approach, balancing physical, emotional, spiritual and intellectual well-being. It based its principles on education, acceptance, respect, trust and health, and it will support greater reliance on traditional values, rituals and healing ceremonies for dealing with the underlying problems of family and community breakdown.
- The Nunatsiavut Government: A total of $22,500 to complete four violence prevention projects -
    - Aboriginal Women for Tomorrow ($7,000): a series of workshops designed to empower women by building leadership and business skills and fostering greater participation in their community and the Canadian economy.
    - Retreat Follow-Up ($10,000): a continuation of the retreat goals for 2008-09, which were to gather with other women in a safe to participate in an activity that reflects the strength of Inuit culture that promotes well-being, and to be a support to others.
    - Women's Community Grants ($2,500): a start up fund for women interested in forming a women's group. By having a group in each community, women will be able to connect and establish a network of women's groups, and help support Ananare Katiget Tumingit.
    - Sexual Assault Crisis Presentations ($3,000): presentations by the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre will provide awareness of the issues at the community level.
- The Newfoundland Aboriginal Women's Network (NAWN): $30,000 to support the project "Empowering Aboriginal Women; Influencing Community Wellness." This project will help create awareness around the issue of violence in Aboriginal communities by having the women who are trained as facilitators implement culturally-based crime prevention and awareness workshops in their communities.
- The Rigolet Partnership Against Family Violence: $60,000 to aid with the shelter renovations project.

4.4 Fifth Provincial Aboriginal Women's Conference

The fifth annual Aboriginal Women's Conference, "Aboriginal Women and Evolving Opportunities", was held in St. John's from March 23rd to 24th, 2010. Approximately 60 Aboriginal women from all Aboriginal organizations in the province participated. Presentation and discussions were held on the evolving opportunities in the oil and gas, mining, energy and policing sectors were discussed. A report of the conference has been completed and is posted on WPO web site.

4.5 Women in Leadership

WPO sponsored six women in municipalities *"Lunch and Learn Sessions"* for women in Newfoundland and Labrador. More than 1,000 women participated in these events.

5.0 2009-10 Outputs

WPO has identified four strategic issues that impact the status of women and has used these issues to categorize its work for the period April 1, 2009 to March 31, 2010. These issues are:

- violence prevention
- earned income and employment
- social and economic security
- leadership and decision making

To address these issues, the strategic directions of government have been identified and integrated into the business plan as well as the work plans of WPO.

The following report provides details of WPO's success in achieving its planned goals and objectives following the strategic direction of government.

5.1 Violence Prevention

Preventing violence against women and other vulnerable populations is an important social issue for government to tackle. The implementation of a comprehensive government wide 6 year Plan of Action to address this issue remains an important tool to undertake the necessary legislative and policy changes that can make meaningful differences on this matter in the lives of residents of our Province. The Plan is also important to ensure we undertake community based as well as province wide educational and research activities to better understand the attitudes, behaviors and make short and long term changes that can prevent and improve the situation of interpersonal violence in Newfoundland and Labrador.

Goal: By March 31, 2010, the Violence Prevention Initiative will continue to implement the *Taking Action Against Violence 2006-2012* plan.

Objective: By March 31, 2010, the Violence Prevention Initiative will have undertaken initiatives to support increased community participation.

Measure: Initiatives to support increased community participation.	
Indicator	**Progress and Accomplishments**
Organizing two Community Advisory Committee meetings during 2008-09	WPO facilitated two meetings with the Community Advisory Committee: one teleconference and one face-to-face meeting.
Organizing the Annual	WPO worked in partnership with the Department of

Stakeholder Conference	Justice, the Department of Child, Youth and Family Services and the Community Advisory Committee to organize the 2009-10 VPI Stakeholder Conference in November 2009. The theme of the conference was "Preventing Violence Against Children." Approximately 200 VPI partners and community stakeholders attended the conference. Keynote speakers included the Hon. Joan Burke, Gary Direnfeld, Rosalind Prober, and Dr. Simon Avis.
Conducting regular conference calls with RCCs and annual training opportunities	Monthly conference calls are held with the 10 Regional Coordinating Committees (RCCs) to discuss provincial and regional violence prevention initiatives taking place across the province. The VPI brought the Coordinators of all 10 RCCs together in St. John's in June 2009 to provide gender-based analysis training, in partnership with the Provincial Advisory Committee on the Status of Women.
Administering community grants for the RCCs and the Aboriginal Grants Program	Grants for the 10 RCCs were disbursed in 2009 in the amount of $70,000 each, plus an additional $20,000 for the Labrador RCC to offset the costs for travel. This annual investment of $720,000 supports the RCCs to provide core services in information and referral, public education, training and outreach, community leadership, co-ordination and accountability. In 2009-10, the Minister Responsible for the Status of Women awarded funding of approximately $200,000 under the Aboriginal Women's Violence Prevention Grants program to the following groups: ▪ Labrador Métis Nation (NunatuKavut) - $22,000 ▪ Flat Bay Indian Band - $21,000 ▪ St. John's Native Friendship Centre - $23,000 ▪ Nunatsiavut Government - $22,500 ▪ Sheshatshiu Innu Band Council - $21,500 ▪ Newfoundland Aboriginal Women's Network - $30,000 ▪ Rigolet Partnership Against Family Violence - $60,000

Delivering Violence Awareness and Action Training as well as Train-the-Trainer Sessions	In the last fiscal year, the VPI's Violence Awareness and Action Training (VAAT) program has been very active. In total, 18 VAAT one-day awareness sessions were held around the province involving 281 government and community participants. In addition, two VAAT Train-the-Trainer sessions were held involving a total of 18 participants.
Further Activities Undertaken to Address the Objective	
Issued community grant for the Transition House Association of Newfoundland and Labrador (THANL)	A $75,000 grant for THANL was disbursed in 2009. This annual investment supports THANL to provide core services in information and referral, co-ordination of training and program development for shelter administrators and staff, community leadership, co-ordination and accountability.
Issued community grant for the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre (NLSACPC)	A $100,000 grant for the NLSACPC was disbursed in 2009. This annual investment supports the NLSACPC to provide core services in information and referral, crisis counseling, fostering liaison with other social agencies and government, providing leadership and co-ordination on training and program development for volunteers of the Centre, community leadership, co-ordination and accountability.
Supported leadership of Aboriginal peoples on violence prevention by assisting in the organization of the Aboriginal Women's Conference	WPO supported leadership of Aboriginal peoples by assisting with the organization of the fifth Aboriginal Women's Conference in Newfoundland and Labrador. The conference took place in St. John's from March 23 to 24, 2010 and centered on the topic of *Aboriginal Women and Evolving Opportunities*. This conference included representation from 60 Aboriginal women from all Aboriginal organizations across the province.
Establishment of the Education and Training Advisory Committee on the Prevention of Violence Against Older Persons in Aboriginal	In 2008, WPO, in partnership with the Department of Health and Community Services Office for Aging and Seniors, commenced work on a project to identify training needs and develop training modules for a variety of target audiences for the recognition, prevention and intervention of violence against older

Communities	persons. An advisory committee to help inform this work in Aboriginal communities has been formed. Meetings are held quarterly.
Education and Advisory Committee on the Prevention of Violence Against Older Persons	This committee is an ongoing initiative. Committee meets monthly.
Provision of workshops and presentations with community partners	Upon request, the VPI participates in and supports community partner workshops and presentations.
Ongoing implementation of VPI social marketing campaigns	A stated action item for WPO in the VPI's Action Plan, *Taking Action Against Violence 2006-2012*, is to "implement an expanded provincial, multi-media public awareness and attitudinal change campaign with multi-sectoral partners, including community, business and industry, municipalities, and the media with a focus on identified populations of the VPI." To date, the VPI has created and continues to implement four social marketing campaigns: ▪ Prevention of Youth Violence Campaign: outrageNL.ca WPO created this campaign in 2006 to help prevent violence experienced by youth in the province. Products developed for this campaign include posters, radio advertisements, TV spots and a website. ▪ Prevention of Violence Against Older Persons Campaign WPO and the Office of Aging and Seniors (HCS) partnered in 2007-08 to contract a company to develop a campaign around the prevention of various forms of violence against older adults, including physical, sexual and emotional violence, as well as neglect, and financial abuse. A series of posters, print ads, radio ads and brochures were developed. ▪ Report Child Abuse Campaign

	WPO, in collaboration with the former Department of Health & Community Services Division of Child, Youth and Family Services (now the Department of Child, Youth and Family Services), developed this campaign in 2008 highlighting the various forms of abuse and maltreatment, including physical, emotional and sexual harm, living with violence and being left without adequate supervision. Products developed with this campaign include brochures, newspaper print ads and radio advertisements. ▪ Prevention of Male Violence Against Women Campaign: repectwomen.ca A Working Committee comprised of representatives from VPI partners (government departments, agencies and community organizations) was established in June 2008 to begin development of the prevention of male violence against women campaign. The campaign was launched on June 10, 2009 at The Rooms and was hosted by Minister Dunderdale. Products developed with this campaign include a series of seven print ads, bookmarks, a television ad, a website and posters.

5.2 Earned Income and Employment

Government is committed to ensuring women share equitably in the social and economic benefits of this Province. Working to advance women in non traditional and high paying occupations ensures that women have a greater chance to avail of higher incomes than those available in traditional occupations. 200 women are now registered with the Office of Women Apprentices demonstrating an increase in women entering non traditional fields.

Goal: By March 31st, 2011, WPO will have supported greater participation of women in occupations where they are currently underrepresented.

Objective: By March 31st, 2010, WPO will have continued and developed appropriate collaborative initiatives with stakeholders to increase the participation of women in skilled trades and professions in Newfoundland and Labrador.

Measure: Continued and developed appropriate collaborate initiatives with stakeholders.	
Indicator	**Progress and Accomplishments**
Supported the resource sector in the development and monitoring of women's employment plans and employment equity frameworks and, in particular, supported the Department of Natural Resources and the Forestry and Agrifoods Agency to advance: • the employment equity framework for the Hebron project including its development and finalization with project partners; • the monitoring of the Vale Inco Long Harbour Women's Employment Plan, and • employment equity activities within the Department of Natural Resources, Forestry and Agrifoods	Working with the Director, Strategic Planning & Policy Coordination with the Department of Natural Resources, WPO supported the development of the Department's specific policy expectations with respect to the requirements for a women's employment plan, diversity plan, a women's business access strategy, and diversity access strategy for the Hebron and Hibernia South Agreements. Working with the CEO of Agrifoods and Forestry Agency, WPO advised on specials measures and ways to reduce barriers for women and introduce employment equity plans and practices for this organization. Working with the Office of Women Apprenticeship, funded through the Department of Education, WPO prepared a summary of policy and program barriers that exist for women apprentices and briefed the Department's of Education and Human Resources, Labour and Employment on these matters. WPO is supporting the implementation of the Department of Human Resources, Labour and Employment's *Labour Market Development Agreement* in matters associated with advancing women into non-traditional occupations. WPO undertook communications with Vale Inco and the Resource Development Committee on various aspects of the plans. WPO worked with officials from the Department of Natural Resources to provide input and suggested conditions for women's employment for Island Transmission and Lower Churchill projects, and other resource, mining and energy based projects. WPO supported officials from the Department of Natural Resources in the development of specific gender requirements for the Hebron and Hibernia South

	Agreement as well as for the development of an equity framework and strategy for that Department. The gender requirements were provided to the proponents and the strategy was still under development during this reporting period.
Further Activities Undertaken to Address the Objective	
Developed promotional strategy to advance women into marine careers	In 2009-10, WPO worked with the Marine Careers Working Group (COMPASS), facilitated by the Marine Institute, to plan and implement a communications strategy to promote young girls and women to pursue careers in the marine sector.
Support for women's access to entrepreneurship	In 2009-10, WPO provided grant funding to support the 2008-09 Newfoundland and Labrador Organization of Women Entrepreneur's Annual Provincial Conference.
Provided employment equity provisions for women's employment under the environmental assessment process	In 2009-10, WPO made recommendations for non-traditional employment opportunities for women in tourism, business and other sector projects.
Provided gender advice for programs relating to business development in NL	WPO provided advice to the Department's of Business; Industry, Trade and Rural Development; and Tourism regarding a variety of strategies and programs affiliated with support of the business sector.

5.3 Social and Economic Security

Applying a gender lens in the development of policies and programs ensures for equitable outcomes for women. The Women's Policy Office in 2009/10 supported numerous government departments and agencies undertaking of gender analysis and to applying a gender lens in the development of their work.

Goal: By 2011, WPO will have supported the increased knowledge and capacity of provincial government department employees to apply gender-based analysis to policy development and implementation processes.

Objective: By March 31, 2010, WPO will have identified innovative ways to ensure women share more equitably in social and economic benefits:

Measure: Innovative ways identified to ensure women share more equitably in social and economic benefit.	
Indicator	**Progress and Accomplishments**
WPO participation, support and advice to departments in the development of policies, plans and programs for Cabinet's consideration	WPO provided advice on gender impacts and gender lens to over 30 departmental cabinet submissions in 2009-10. In 2009-10, WPO provided gender-based analysis advice to the Public Service Secretariat for their preparation of background considerations for the development of a Workplace Diversity Strategy, as well as the program guidelines related to Workplace Violence Prevention. When the Diversity Strategy is finalized, this will be an excellent mechanism to advance employment equity within the Provincial Government. Such mechanisms provide government with an innovative way to ensure for greater participation of women employed in all occupational categories in Government. This strategy will also help advance Aboriginal, visible minority and other underrepresented and diverse groups to better access full employment with the Government of NL.
Gender-based analysis training materials developed and consultation held with policy and research analysts	Consultations were held with policy analysts on the needs relating to gender-based analysis in 2009-10. Due to staff shortages the finalization of a new gender-based analysis training program was not finalized and the work was moved to the 2010-11 period.

Further Activities Undertaken to Address the Objective	
Completed strategy documents	WPO worked with the Department of Human Resources, Labour and Employment and THANL to finalize details relating to the employment supports project for women who are victims of violence, including the finalization of an Employers Guide to Family Violence, training approach for front line HRLE service providers, and a guide for women who are victims of violence, as well as a tool kit for employers. WPO worked with federal, provincial and territorial officials from across Canada to prepare a strategy document and to make recommendations for ministers responsible for the status of women to request that the Federal government modernize the paternity and maternity benefits program under Canada's Employment Insurance Program.
Offered research and policy advice, and participated in strategic planning	WPO worked to successively include women's perspectives in initiatives relating to government's strategy documents in the areas of healthy aging, multiculturalism, birth rate, poverty reduction and youth retention and attraction. WPO worked with the Department of Human Resources, Labour and Employment to advise on needs of women associated with the Poverty Reduction Strategy and with Labrador and Aboriginal Affairs on Aboriginal women's issues. WPO worked with the Disability Policy Office and the Office of Aging and Seniors (HCS) to advance policy and program issues of importance for women with disabilities and older women.

5.4 Leadership and Decision Making

Government is committed to advancing women into positions of leadership. While significant progress has been made within the public service more work is required in targeted areas. This goal is also advanced as a requirement in many women's employment plans required and approved by government related to mining and other development projects that require government approvals.

Goal — By 2011, WPO will have supported the participation of women in leadership and decision making positions at the community, regional and provincial levels.

Objective: — By March 31st, 2010, WPO will have undertaken initiatives to support the appointment of Aboriginal women on agencies, boards, commissions and other positions of leadership.

Measure: The advancement of Aboriginal women to leadership positions.	
Indicator	**Progress and Accomplishments**
Measures undertaken to advance Aboriginal women to positions of leadership	WPO completed a report in partnership with federal, provincial and territorial officials to record best practices relating to Aboriginal women in leadership. WPO promoted the need for Aboriginal women to be included in the development of the Provincial Government's diversity framework. WPO funded and supported the planning for the fifth Provincial Aboriginal Women's Conference that focused on evolving opportunities for Aboriginal women in emerging sectors of the economy which occurred in March of 2010. WPO was successful in obtaining $125,000 for a stand-alone Inuit women's capacity-building position, as well as operational funding of $100,000 for the Newfoundland Aboriginal Women's Network. During 2009-10, WPO disbursed $200,000 under the Aboriginal Women's Violence Prevention Grants program that supported Aboriginal women at the community level by advancing Aboriginal women's social, economic and

	cultural well-being. Advancing women's leadership capacities for women is one of the core criteria identified for this program.
Further Activities Undertaken to Address the Objective	
Advancing women into elected positions	Throughout June 2009, WPO, in partnership with the Department of Municipal Affairs and regional Status of Women Councils, sponsored a series of lunch and learn sessions throughout the province to encourage women to consider running for public office in the September municipal election. More than 500 women participated in the events as follows: • June 16: a Lunch and Learn Session was held at the St. Christopher's Hotel in Port aux Basques. Speaker for the event was Hon. Joan Burke, Minister of Child, Youth and Family Services and MHA for St. George's-Stephenville East. • June 19: a Lunch and Learn Session was held at the Mount Peyton Hotel, Grand Falls-Windsor. Speakers for the event were Hon. Susan Sullivan, Minister of HRLE and MHA for Grand Falls-Windsor-Buchans; Janice Eisenhauer, councilor, Grand Falls-Windsor; and Jody Fancey, Mayor of Bishop's Falls. • June 19: a Lunch and Learn Session was held at the Royal Canadian Legion, Stephenville. Speakers for the event were the Hon. Joan Burke, Minister of Child, Youth and Family Services and MHA for St. George's-Stephenville East; Leona Webb, Deputy Mayor, Stephenville Crossing; and Laura Alyward, councilor, Stephenville. • June 29: a Lunch and Learn Session was held at Greenwood Inn, Corner Brook. Speakers for the event were the Hon. Dianne Whalen, Minister of Municipal Affairs and MHA for Conception Bay East-Bell Island; and Donna Luther, councilor,

	Corner Brook. • July 24: a Lunch and Learn Session was held at Fong's Hotel, Carbonear. Speakers for the event were the Hon. Charlene Johnson, Minister of Environment and Conservation and MHA for Trinity-Bay De Verde; Kim Crosbie, Mayor, South River; Gladys Mercer, councilor, Carbonear; and Lorraine Brown, councilor, Whiteway. • August 11: a Lunch and Learn Session was held at the Holiday Inn, St. John's. Speakers for the event were the Hon. Dianne Whalen, Minister of Municipal Affairs ; the Hon. Flora MacDonald, former federal cabinet minister, visionary and humanitarian; and Shannie Duff, councilor, St. John's.

6.0 Achieving Objectives for the 2010-2011 Period

Issue: **Violence Prevention**

Goal: By March 31st, 2011, the VPI will have continued to implement the *Taking Action Against Violence 2006-2012* Plan.

Objective: By March 31st, 2011, WPO will have undertaken initiatives to improve legislation, policy, programs, services, information and facilities.

Measure: Initiatives to identify and co-operate with Departments to improve legislation, policy, programs, services, information and facilities.

Indicators: Working with VPI partners, the following will be accomplished:

- Identification of a best practice for the 1-800 Violence Prevention Line;
- Advice to the Department of Justice on policies, legislation, facilities and programs important to prevent violence against vulnerable populations in NL;
- Advice to the Department of Health and Community Services on policies, legislation and programs important to prevent violence against vulnerable populations in NL;
- Advice to the Department of Child, Youth and Family Services on policies, legislation and programs important to prevent violence against vulnerable populations in NL;
- Continued implementation of the older persons violence prevention campaign and the child abuse reporting campaign;
- Identification of public attitudes towards violence throughout the province;
- Continued work with the Newfoundland and Labrador Statistics Agency and other partner departments to enhance community access to consolidated violence and crime statistics.

Issue: **Earned Income and Employment**

Goal: By March 31st, 2011, WPO will have supported greater participation of women in occupations where they are currently underrepresented.

Objective: By March 31st, 2011, WPO will have identified supports and tools for employers to use in attracting, retaining and promoting women in occupations where they are underrepresented.

Measure: Identification of tools and supports for employers.

Indicators: Development and distribution of a guide for employment equity including information and guidelines on women's employment plans and business access strategies, and where to find help or information on developing such materials.

Issue: Social and Economic Security

Goal: By March 2011, WPO will have supported the increased knowledge and capacity of provincial government department employees to apply gender-based analysis to policy development and implementation processes.

Objective: By March 31st, 2011, WPO will have increased funding to women's centers by five per cent a year.

Measures: Funding increase so women's centers have the capacity to advise provincial departments about the needs of women in the development of departmental policies and programs.

Indicators: Participation by women's centers in government departmental consultation sessions to inform government policy of gender requirements.

Number of government consultation participated in will be reported within the annual report provided to the Office of Women's Policy.

Issue: Leadership and Decision Making

Goal: By March 2011, WPO will have supported the participation of women in leadership and decision making positions at the community, regional and provincial levels.

Objective: By March 31st, 2011, WPO will have identified barriers and mitigation measures to increase the representation of women in elected positions.

Measure: Barriers and mitigation measures identified.

Indicators: A document is produced in which barriers and mitigation measures are identified.

7.0 Opportunities and Challenges Ahead

7.1 Opportunities

Collaborating with Atlantic Canada's Status of Women Offices: Status of Women Ministers in the Atlantic provinces and their officials have committed to strengthening work on federal-provincial matters and working together to:

- advance the status of Aboriginal women;
- better understand the sex trade in Atlantic Canada and the employment protection needs associated with foreign domestic workers; and
- promote the negative impacts of social media on the development and well-being of younger girls.

Prevention of Violence Against Older Adults: The development of training tools for professionals and others who serve older adults was completed in 2009-10. There is now a need to work with representatives of the four Regional Health Authorities, as well as other target audiences, to identify the best delivery mechanisms for this information for their staff and programs.

Empirical Research and the Evaluation of the Violence Prevention Initiative: Continued efforts to undertake Newfoundland and Labrador-specific empirical research on matters relating to violence prevention. The VPI Respect Women social marketing campaign evaluations determined it was effective in changing attitudes and actions relating to the prevention of male violence against women in Newfoundland and Labrador. The completion and use of this research, and the completion of the Provincial Survey of Attitudes Towards Violence, will be a significant accomplishment in 2010. During the upcoming period, the results of the research will be used to inform future plans and evaluation for the development of the next six-year plan of action to prevent violence against women and other vulnerable populations in NL.

Enhanced Internal Policy Services: WPO will continue its representation on various intergovernmental and inter-jurisdictional working groups, which continues to be an excellent opportunity to have women's needs included in governmental policy, planning, and strategic directions in ongoing work relating to poverty reduction, healthy aging, women and the justice system, women's training and education, women's health, and youth retention and attraction.

Advancing the Status of Aboriginal Women: This will remain a priority of WPO, with work continuing in the following areas:

- co-chairing a working committee with Aboriginal women and the Department of Labrador and Aboriginal Affairs to develop responses to the recommendations made at the National Aboriginal Women's Summit held in Corner Brook in June 2007;
- work on developing a culturally-appropriate training module for gender-based analysis for Aboriginal women's issues;
- facilitate provincial conferences; and
- increase its focus on Aboriginal women's access to positions of leadership.

7.2 Challenges

Preventing Violence: The VPI will continue to work with government and community partners to ensure that the people of Newfoundland and Labrador receive factual information about the root causes of violence and its different forms and impacts. Many myths and misconceptions exist around violence, the perpetrators, the severity of violence perpetrated against women and other vulnerable populations, and who the victims are.

EI Maternity and Paternity Benefits Modernization: The Ministers Responsible for the Status of Women in Atlantic Canada will continue to bring forward the need for the modernization of maternity and parental benefits under the Employment Insurance program to the Federal Government.

Advancing Employment Opportunities for Women in Natural Resources and Non -Traditional Occupations: While there has been an interest by employers to advance women into non-traditional occupations due to labor shortages, the recent downturn of the global economy has changed some priorities for businesses and reduced the focus on attracting women into these roles and industries. The Provincial Government's work to advance women into the areas of trades, technology, science and engineering occupations where women are underrepresented will remain challenging as structural and systemic attitude changes are required. Creative approaches to government practices can support changes in the general business community.

Meeting the Policy Needs of Government: As more departments and agencies are becoming aware of the differing impact of policies and programs about women, they are

calling upon WPO to assist them in policy and program development. WPO is pleased with this development, and considers this work to be one of its primary tasks. However, given that women's issues span the full-range of policy development within government, from employment to child care to health to income, the demand for WPO services continues to grow and more policy capacity is required to serve an expanding client base.

8.0 Financial Statements - Unaudited

Expenditure and revenue figures included in this document are unaudited and based on public information provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the year ended March 31, 2009. Audited financial statements are a requirement at the government level and are made public through the Public Accounts process; however WPO is not required to provide a separate audited financial statement.

Women's Policy 2009-10 Year Ending March 2010			
Women's Policy Office	**Actual $**	**Amended Budget 2009-10**	**Original Budget 2009-10**
01. Salaries	767,511	823,600	913,600
02. Employee Benefits	4,931	5,000	1,500
03. Transportation & Communications	125,567	237,200	341,200
04. Supplies	39,507	46,000	30,800
05. Professional Services	219,527	255,000	326,900
06. Purchased Services	484,547	536,400	380,900
07. Property, Furnishings & Equipment	10,012	10,100	4.700
08. Grants & Subsidies	2,120,148	2,120,500	2,087,000
09. Provincial Advisory Council on the Status of Women	493,800	493,800	441,000
Total	**4,265,549**	**4,527,600**	**4,527,600**

Source: Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the Year Ended March 31, 2010